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To: Mr Sadahiko Hirose

From: Ted Nelson Team

Date: February xx, 1998

Re: Micropayment Project: Summary of Phase I, Proposal for Phase II

SUMMARY of ACHIEVEMENTS
Phase I of Micropayment Project at ASCII

[.... will work with the ASCII team to set up the pilot project at ASCII. This will include teaching the ASCII team the details of the micropayment method, further programming, complete documentation in English, working with Japanese translator as necessary, assistance in developing content for the project, assistance promoting the project.]

During Phase I, we have installed, at ASCII Network headquarters [?], a HyperMint server and a vendor Web site. Our vendor software Content Pro, which simplifies the process of connecting HyperGold to vendor content, has also been installed and tested. In addition, we have set up, on the same system, a Web site that duplicates the ASCII karaoke site. We are ready to teach designated ASCII employees how to use and manage these sites.

PROPOSAL for Phase II

We propose three parallel parts for Phase II of the Micropayment Project:

1. HyperGold Project at ASCII

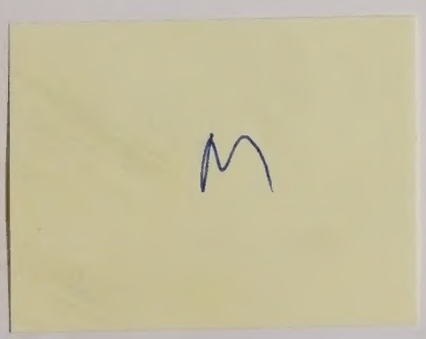
We will consult with designated ASCII employees regarding management of the sites which were developed in phase I. This would include instruction in publishing content (photos, cartoons, etc) and managing the HyperGold duplicate karaoke site, working with the Japanese translator on documentation and presentation, and assistance in promoting the project.

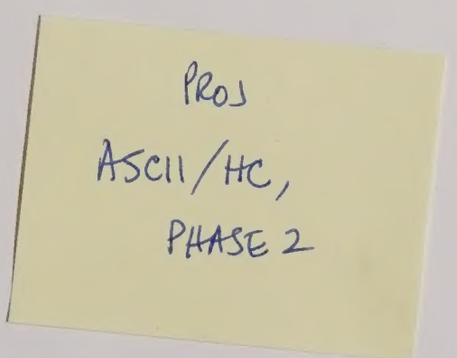
2. Transpublishing Project at Keio University

We will intergrate HyperGold with the already-established Transpublishing system at Keio SFC to form a simple method for users to purchase small amounts of text with HyperGold. This complements the project at ASCII, which provides users with a simple means of purchasing images and music for tiny amounts. In addition, we plan to add the capability to purchase small parts of movies, animations, and other file types.

3. Business Plan for Commercialization of HyperGold

We will write a business plan for a company which will take the software developed in the ASCII Micropayment Project plus the software developed for the Keio Transpublishing Project into the commercial realm. This business plan will include a review of current competition, projected sales, and projected expenses.





Proposed Budget for Phase II

TIME FRAME: Six months

BUDGET:

Consulting fees: **$40,000 per month**
[T-7, A-7, E-6, M-5, business-5, programmers-10]

In addition to the core Ted Nelson Team (Ted Nelson, Marlene Mallicoat, Andrew Pam and Ed Harter), ~~at least three~~ programmers will be engaged on the project. These programmers will work under the guidance of Andrew Pam to complete the seamless integration of HyperGold with Transpublishing. They will also assist in translating documentation from English to Japanese.

Expenses **~~$4~~ 5,000 per month**

Expenses will include travel costs, especially for Andrew Pam to get from his home base in Australia to Japan, and other team members to travel to the U.S. as necessary. Some equipment may be necessary. Usual expenses such as network fees, telephone, transportation, supplies, etc.

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Expenses **$4,000-5,000 per month**

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PROJ
ASCII/HC,
PHASE 2